

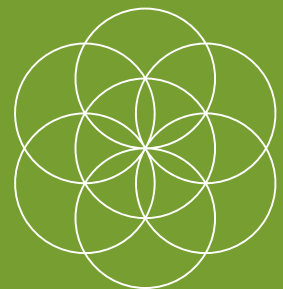


**Grow Asia**

**Partnership for  
Sustainable Agriculture in  
Vietnam**

**Fisheries Sector**

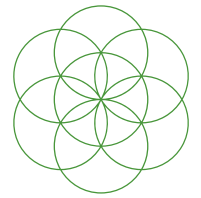
**28<sup>th</sup> November 2016**



**GrowAsia**



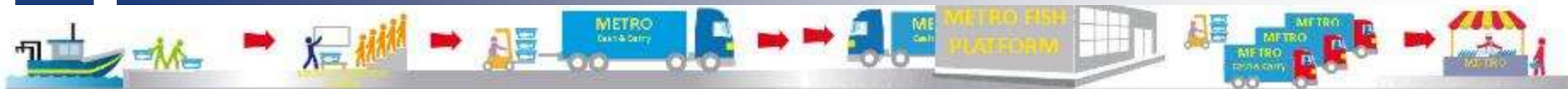
**PSAV**



Grow**Asia**

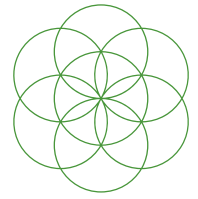
# Agenda

- 1** Background
- 2** Fresh Fish Supply Chain implementation
- 3** Fresh Fish vision
- 4** Progress on Farmers & Suppliers certification
- 4** Can Tho Fish Platform
- 5** Volume trend by year
- 6** Our Plan 2016 - 2017





**PSAV**



Grow**Asia**

# Starting from Fresh Fish Supply Chain project

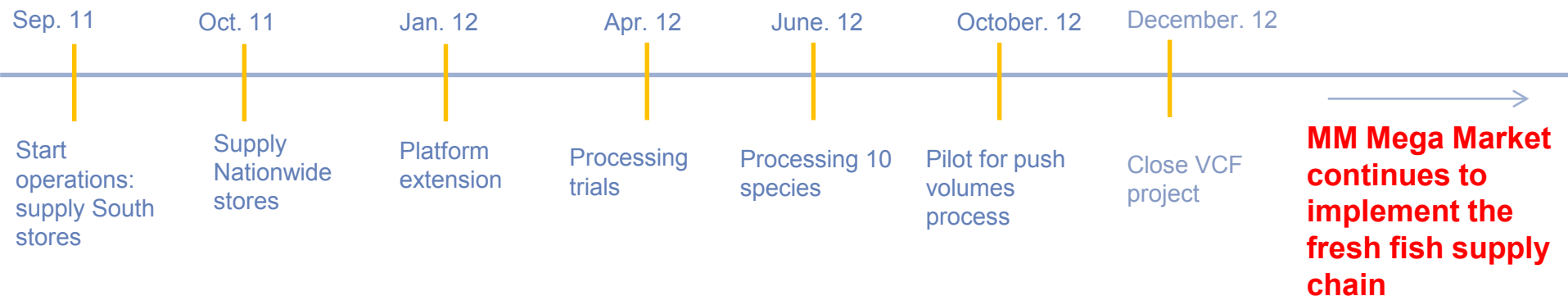
## Project Vision

Offer Vietnamese consumers a good quality fresh fish which is produced in a sustainable way and processed under international hygiene and food safety standards.

## Partners

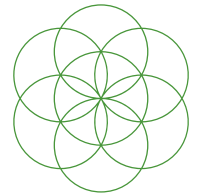


## Milestones



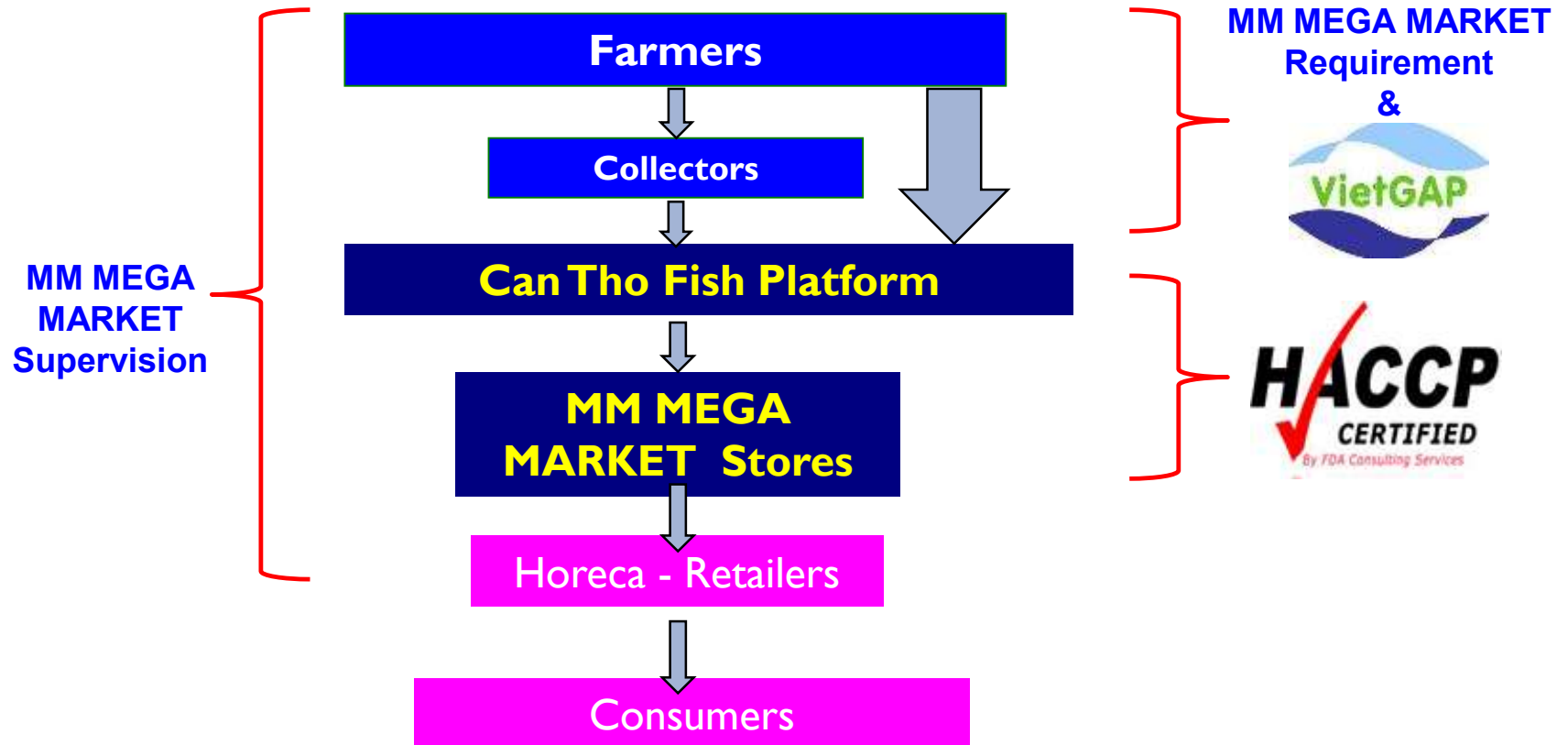


**PSAV**



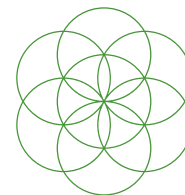
Grow**Asia**

# Fresh Fish Chain implementation





**PSAV**



Grow**Asia**

## Fresh Fish vision

**BUSINESS BENEFITS**

Freshness

Availability

Food Safety

Serving professional customers

**SOCIO-ECONOMIC  
BENEFITS**

Knowledge  
transfer

Farmers'  
Productivity

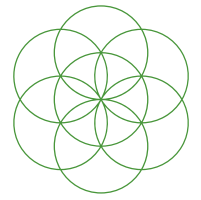
Farmers'  
income

Contributing to local economic dev't





PSAV



GrowAsia

## Progress Update: Farmers & Suppliers certification

### General information:

Started since 2010 with METRO requirement certification:

- Trained & Certified over 400 farmers & collectors
- 70 farmers implemented METRO requirements program.

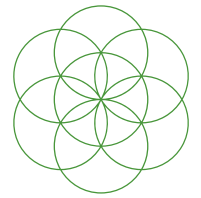
From 2015, we have implemented Viet GAP and **the first results are:**

- Total farmers were certified Viet GAP: 19 Farmer Communities
- Total farmers are on training Viet GAP: 74 Farms Communities
- Nine key certification species : Red tilapia (cá điêu hồng), Frog (Ếch), Snakehead (Cá Lóc), Pangasius catfish (Cá tra/basa), Eel (Lươn), Clown featherback (Thất lác), Cyprinidae (Cá chép giòn), Anabas testudineus (Cá rô đồng), Oreochromis mossambicus (Cá rô phi).
- Main regions: Can Tho, Hau Giang, Soc Trang, Vinh Long, Dong Thap, An Giang, Tra Vinh, Tien Giang





**PSAV**



Grow**Asia**

# Viet GAP production



*Red tilapia*



*Snake-head*



*Pangasius*



*Eel*



*Frog*



*Clown featherback*



# What we are doing

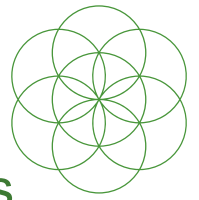
- Train farmers by Good Agricultural Practice standards
- Ensure our farmers implement Viet GAP standards in their production at farm
- Train them to improve production methods and how to keep & transfer their fish to FP safety
- Tracking their products at Fish Platform
- Connect with certification organization to certify Viet GAP for Farmer







**PSAV**



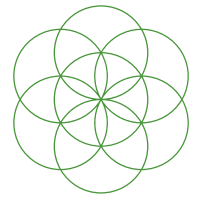
Grow**Asia**

RECENT INNOVATION: Labeling at platform: Done on 3 species



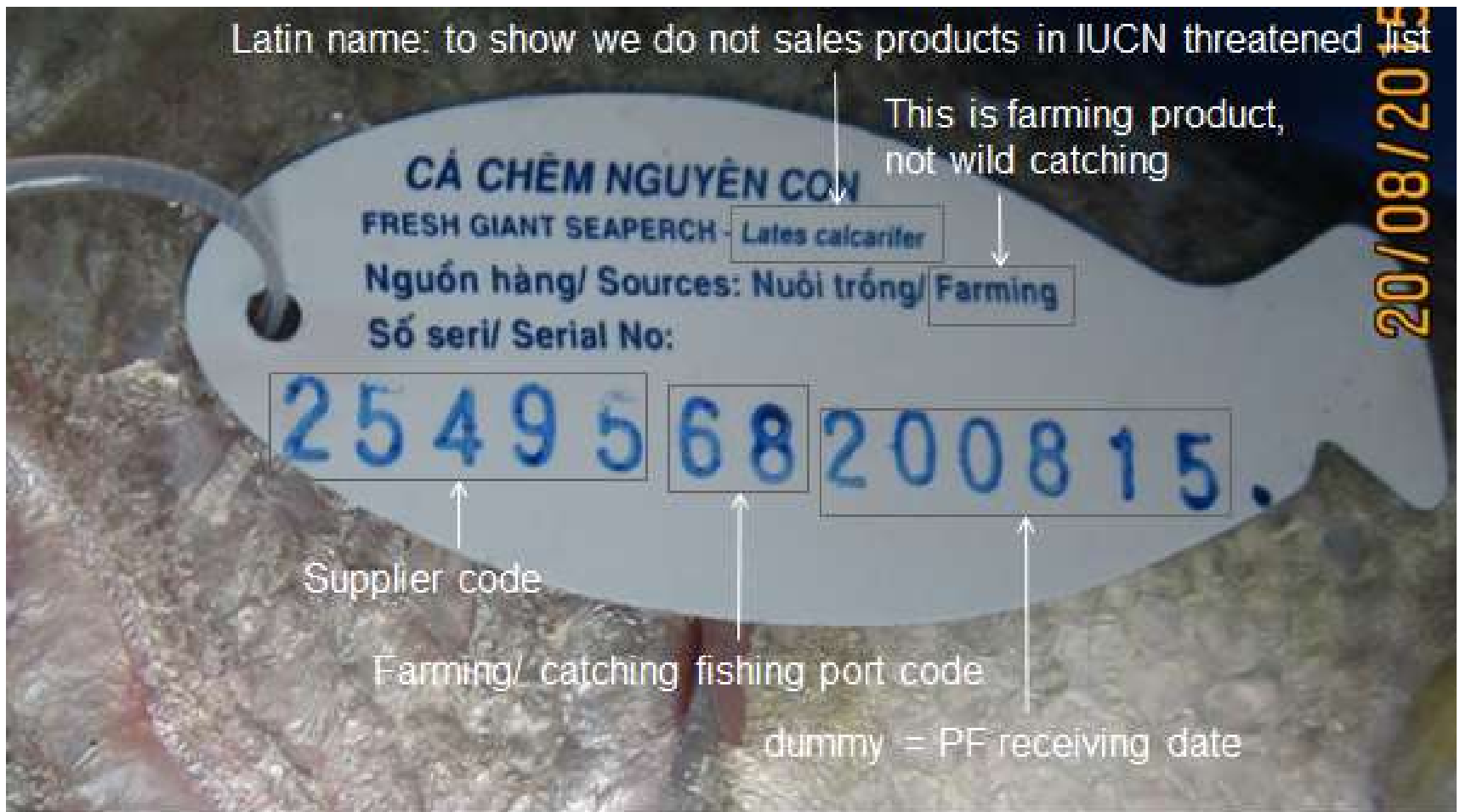


PSAV



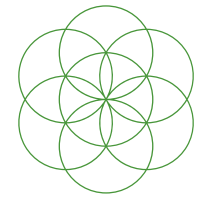
GrowAsia

Small tag with detailed information - show about our sustainability fish procurement policy, traceability for origin, receiving time





PSAV



GrowAsia

# Platform operation information

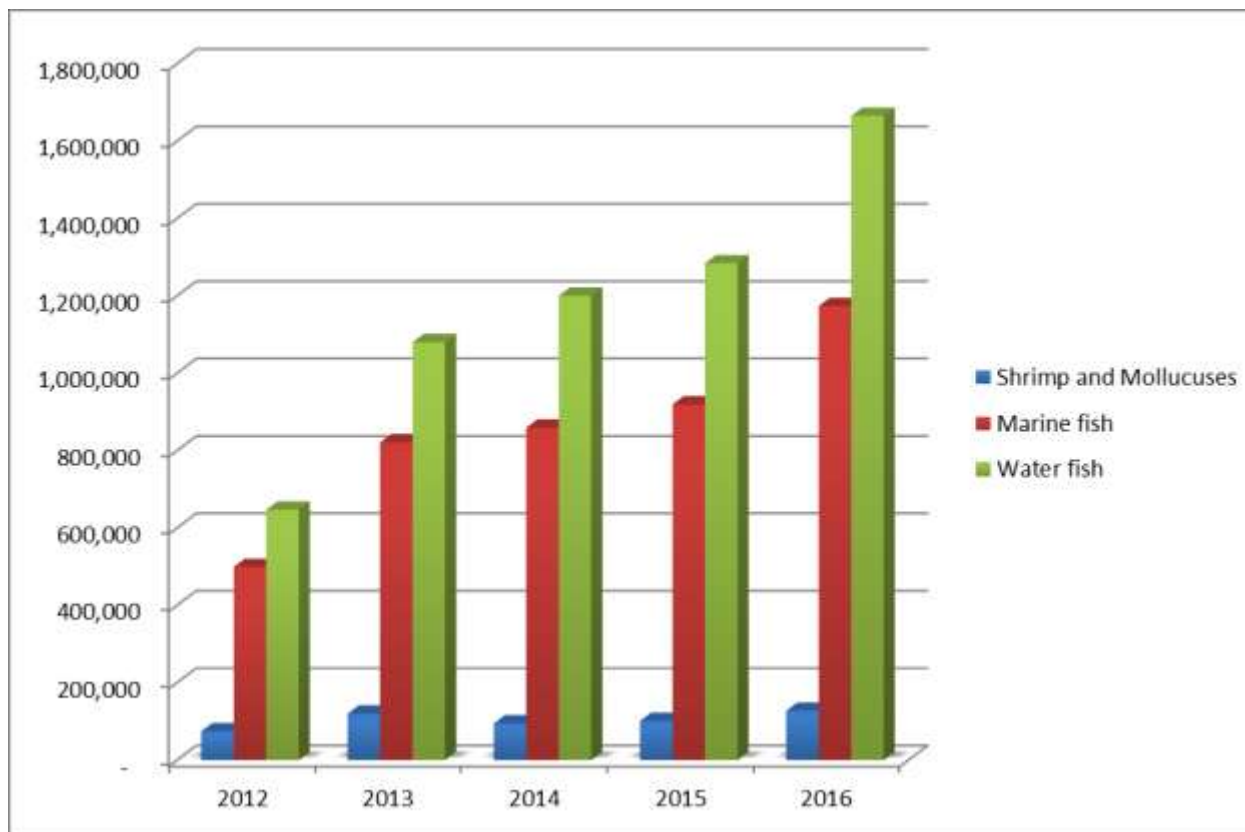
- Started since September, 2011, working 6 days/ week,
- Located inside METRO Can Tho
- Total square meters: 1,300m2 for office and processing area,
- Manpower: 47 employees (CM:1, Viet GAP consultant:2, SC:2, QA:, 41 processing & distribution)
- Volume: more than 2000 tons in 2016 and will be reached 3000 tons in this year 2017 in which farm fish contribute around 50%-60%
- Supply for 19 stores with more than 500 SKUs for HRC and Complementary
- The platform has played an increasingly important role in **integrating the fresh fish cold chain into the domestic market**, connecting farmers to the modern trade network, increasing farmers' incomes as well as promoting good agricultural practices among farmers.



Time	Activities
5.30am	Center opening
5.30am-12pm	Product reception
8am – 3.30pm	Processing and packing
3.30pm – 6pm	<u>Loading and depart to BD platform</u>

# Volume trend by year

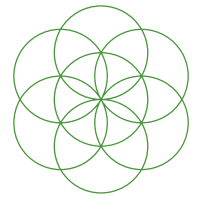
Item	2012	2013	2014	2015	2016
Shrimp and Mollucuses	74,801	120,076	94,826	101,463	127,853
Marine fish	499,407	821,456	859,350	919,540	1,173,960
Water fish	647,224	1,080,192	1,200,295	1,284,315	1,665,157
<b>Total(kg)</b>	<b>1,221,432</b>	<b>2,021,724</b>	<b>2,154,471</b>	<b>2,305,318</b>	<b>2,966,970</b>







**PSAV**



Grow**Asia**

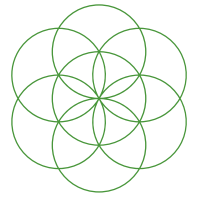
## Our 2016 - 2017 Plan

- Plan to increase volume by 50% in 2016 going from 2000 tons to 3000 tons.
- Buying currently from 100 “farmers communities” and will be increased to 150 by the end of 2016. 47 farmers’ communities are undergoing the Viet Gap certification out of which 19 are already completed.
- Will develop 6 more Viet Gap species and complete by 100 SKUs by end of 2016: Black tiger shrimp, Scampi, Giant gourami, Common carp, Asian red tail catfish, Walking catfish





**PSAV**



Grow**Asia**

Thank you for your attention !